

We claim:

1. A method of performing identifier registration comprising:
 - 5 establishing a connection with a registration process;
 - providing authentication information to the registration process;
 - submitting a registration request to the registration process; and
 - receiving an embedder control file, including media signal identifiers and embedder instructions.
- 10 2. The method of claim 1 including:
 - submitting the embedder control file to a watermark embedder, which automatically embeds a set of media signal files with corresponding identifiers according to the embedder instructions in the embedder control file.
- 15 3. The method of claim 1 wherein the registration process is executed at an Internet server accessible via a web interface.
- 20 4. The method of claim 1 wherein the registration request is submitted from a client computer to the registration process via an Internet communication protocol.
- 25 5. The method of claim 1 wherein the embedder control file is received from the registration process via an Internet communication protocol.
6. The method of claim 1 wherein authentication information is provided in part by extracting information from a watermark embedded in an identity card and providing the extracted information to the registration process.
7. The method of claim 1 wherein a client computer establishes a connection with the registration process by extracting information from a watermark on a physical object and using that information to establish the connection.

8. The method of claim 7 wherein the watermark on the physical object includes a reference used to look up a network address of the registration process in a database management system.

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9. The method of claim 8 wherein the database management system forwards information to the registration process to authenticate a user.

10. The method of claim 7 wherein the information on the physical object includes a network address of the registration process.

11. A computer readable medium having software for performing the method of claim 1.

15 12. A method of performing identifier registration comprising:
establishing a connection with a client process;
receiving authentication information from the client process to authenticate a user;
receiving a registration request from the client process;
allocating a set of identifiers to media signal files based on the registration
20 request;

constructing an embedder control file, including media signal identifiers and embedder instructions; and
sending the embedder control file to the client process.

25 13. The method of claim 12 including:
creating database records corresponding to the set of identifiers and including in the database records media signal information associated with media signal files into which the identifiers are to be embedded.

14. The method of claim 13 wherein the media signal information includes a network address of a network resource associated with a corresponding media signal.

5 15. A computer readable medium on which is stored software for performing the method of claim 12.

10 16. A watermark embedder operable to receive an embedder control file including a set of identifiers, embedder instructions and corresponding media signal files, and operable to automatically embed the identifiers in corresponding media signal files according to the embedder instructions.

15 17. A media signal identifier registration server comprising:
a network interface for receiving ID registration requests, the requests including a list of media signal files and information to be linked with the media signal files via data
15 embedded in the media signal files;
a batch registration loader for creating records in a registration database
corresponding to identifiers for each of the media signal files; and
a batch registration extractor for reading the registration database and creating an
embedder control file, including identifiers, a corresponding list of media signal files, and
embedding instructions for controlling embedding of the identifiers in the media signal
20 files.

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